

ABSTRACT OF THE DISCLOSURE

A digital broadcasting signal transmitting apparatus receives a digital broadcasting signal containing a video signal, an audio signal and data of additional information, encodes the digital broadcasting signal, converts into a predetermined transmission type, and transmits the converted signal, and includes a video analyzing portion that determines a bit rate allocated to the video signal and to the data of the additional information in accordance with the input video signal, and then outputs the determined bit rates, a video encoder that encodes the input video signal in accordance with the bit rate allocated to the video signal, and a data formatting portion that receives the data of the additional information as much as the bit rate allocated to the additional information, and then converts the received data into a predetermined data broadcasting format. Accordingly, a considerably increased amount of data of additional information can be transmitted.